Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Previously Presented) A method of reducing luminance decay of emissive elements in a matrix addressed emissive display device, the method comprising:

generating in a graphics engine control data corresponding to a static image to be displayed and generating drive signals as a function of the control data in a drive circuit, wherein the control data defines an image origin of the static image with respect to a display origin;

providing the drive signals to the matrix to thereby energize the corresponding emissive display elements of the matrix in order to display the static image on the matrix; and

altering in the graphics engine the control data, substantially continuously, such that the drive signals are substantially continuously altered to thereby substantially continuously move the static image on the matrix in a manner which is substantially undetectable to viewers of the display device, wherein the control data is altered by redefining the image origin of the static image with respect to the display origin.

2. (Original) The method of claim 1, wherein providing the drive signals to the matrix further comprises providing the drive signals to a matrix of light emitting diodes to thereby energize corresponding light emitting diodes of the matrix in order to display the static image on the matrix.

3. (Original) The method of claim 1, wherein providing the drive signals to the matrix further comprises providing the drive signals to a plasma display matrix in order to display the static image on the matrix.

4. (Original) The method of claim 1, wherein providing the drive signals to the matrix further comprises providing the drive signals to a field effect display matrix in order to display the static image on the matrix.

5. (Previously Presented) The method of claim 1, wherein generating control data corresponding to the static image to be displayed on the matrix of individually addressable emissive display elements further comprises:

defining the image origin for the static image;

assigning the image origin for the static image to an emissive display element in the matrix; and

generating the control data for each emissive display element in the matrix based upon its respective position relative to the emissive display element to which the image origin has been assigned.

6. (Previously Presented) The method of claim 5, wherein assigning the image origin further comprises initially assigning the image origin for the static image to the display origin.

7. (Original) The method of claim 6, wherein altering the control data further comprises reassigning the image origin for the static image to a different emissive display element in the matrix such that the image origin moves relative to the display origin.

8. (Original) A matrix addressed emissive display device, comprising:

a matrix of individually addressable emissive display elements;

a graphics engine adapted to generate control data corresponding to a static image to be displayed on the matrix;

display drive circuitry coupled to the graphics engine and adapted to generate drive signals as a function of the control data, the drive signals being provided to the matrix to thereby energize the corresponding emissive display elements of the matrix in order to display the static image on the matrix; and

wherein the graphics engine alters the control data, substantially continuously, such that the drive signals are substantially continuously altered to thereby substantially continuously move the static image on the matrix in a manner which is substantially undetectable to viewers of the display device.

9. (Original) The matrix addressed emissive display device of claim 8, wherein the matrix is a matrix of light emitting diodes.

10. (Original) The matrix addressed emissive display device of claim 8, wherein the matrix is a plasma display matrix.

11. (Original) The matrix addressed emissive display device of claim 8, wherein the matrix is a field effect display matrix.

12. (Original) The matrix addressed emissive display device of claim 8, wherein the graphics engine is adapted to define an image origin for the static image and to assign the image origin for the static image to an emissive display element in the matrix, the graphics engine is further adapted to generate control data for each emissive display element in the matrix based upon its respective position relative to the emissive display element to which the image origin has been assigned.

13. (Original) The matrix addressed emissive display device of claim 12, wherein the graphics engine is adapted to initially assign the image origin for the static image to a display origin.

14. (Original) The matrix addressed emissive display device of claim 13, wherein the graphics engine is further adapted to alter the control data to substantially continuously move the static image on the matrix by substantially continuously reassigning the image origin for the static image to a different emissive display element in the matrix such that the image origin moves relative to the display origin.

15. (Previously Presented) A matrix addressed emissive display device, comprising:

a matrix of individually addressable emissive display elements; and

graphics means for controlling the matrix to display a static image on the matrix and to substantially continuously move the static image on the matrix in a manner which is substantially undetectable to viewers of the display device, wherein the graphic means includes a graphic engine means for generating control data associated with the static image, the image having an image origin and wherein the graphics means includes a display driver means for driving the display elements in response to the graphic engine means, wherein the graphic engine means redefines the image origin to move the static image.

16. (Previously Presented) The matrix addressed emissive display device of claim 15, wherein the matrix is a matrix of light emitting diodes.

17. (Previously Presented) The matrix addressed emissive display device of claim 15, wherein the matrix is a plasma display matrix.

18. (Previously Presented) The matrix addressed emissive display device of claim 15, wherein the matrix is a field effect display matrix.

19. (Previously Presented) The matrix addressed emissive display device of claim 15, wherein the graphics means is adapted to define the image origin for the static image and to assign the image origin for the static image to an emissive display element in the matrix, the graphics means further adapted to generate control data for each emissive display element in the matrix based upon its respective position relative to the emissive display element to which the image origin has been assigned.

20. (Previously Presented) The matrix addressed emissive display device of claim 19, wherein the graphics means is adapted to initially assign the image origin for the static image to a display origin and wherein the graphics means is further adapted to alter the control data to substantially continuously move the static image on the matrix by substantially continuously reassigning the image origin for the static image to a different emissive display element in the matrix such that the image origin moves relative to the display origin.